

## ORDER



**Orders**  
**Order / Rev:** 713775  
**Alt Order #:** 06315995  
**Product Desc:** DCCC  
**Estimate:** 1472  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 09/14/12 / 09/14/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Great American Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Democratic Congressional Campaign  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/24/12 | 62      | \$86,050.00  | \$73,142.50 |

## Totals

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 62        | \$86,050.00        | \$73,142.50        | 0.00        |
| <b>Totals</b>  | <b>62</b> | <b>\$86,050.00</b> | <b>\$73,142.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn         |              |              | Start Of Order - End Of Order | 100%    |

| Ln                      | Ch   | Start             | End             | Inventory Code                | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-------------------------|------|-------------------|-----------------|-------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1                     | KARE | 09/18/12          | 09/24/12        | M-F 1-2p<br>Rachel Ray        | CM    | 1P-2P          | MTWTF-- | :30 | 3                 | \$200.00    | P-2 | 0.00          | NM   | 3     | \$600.00   |
| RACHAEL RAY             |      |                   |                 |                               |       |                |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                       |       |                |         |     | 3                 | \$200.00    |     | 0.00          |      |       |            |
| E 2                     | KARE | 09/18/12          | 09/24/12        | M-F 10-1035p<br>KARE News 10p | CM    | 10-1035P       | MTWTF-- | :30 | 3                 | \$2,750.00  | P-2 | 0.00          | NM   | 3     | \$8,250.00 |
| KARE11NWS-10<           |      |                   |                 |                               |       |                |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                       |       |                |         |     | 3                 | \$2,750.00  |     | 0.00          |      |       |            |
| E 3                     | KARE | 09/18/12          | 09/24/12        | Tonight Show<br>Tonight Show  | CM    | 1035pm-1135pm  | MTWTF-- | :30 | 5                 | \$800.00    | P-2 | 0.00          | NM   | 5     | \$4,000.00 |
| UPDATED TONITE SHW-NBC< |      |                   |                 |                               |       |                |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                       |       |                |         |     | 5                 | \$800.00    |     | 0.00          |      |       |            |
| E 4                     | KARE | 09/18/12          | 09/24/12        | M-F 2-3p<br>The Doctors       | CM    | 2P-3P          | MTWTF-- | :30 | 3                 | \$300.00    | P-2 | 0.00          | NM   | 3     | \$900.00   |
| DOCTORS                 |      |                   |                 |                               |       |                |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                       |       |                |         |     | 3                 | \$300.00    |     | 0.00          |      |       |            |
| E 5                     | KARE | 09/18/12          | 09/24/12        | M-F 3-4p<br>DR OZ             | CM    | 3-4p           | MTWTF-- | :30 | 5                 | \$450.00    | P-2 | 0.00          | NM   | 5     | \$2,250.00 |
| DR. OZ                  |      |                   |                 |                               |       |                |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                       |       |                |         |     | 5                 | \$450.00    |     | 0.00          |      |       |            |

Order / Rev: 713775  
 Alt Order #: 06315995  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Democratic Congressional Campaign Co  
 Product Desc: DCCC  
 Estimate: 1472

KARE

| Ln                      | Ch   | Start             | End             | Inventory Code                             | Break | Start/End Time              | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-------------------------|------|-------------------|-----------------|--|-------|-----------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 6                     | KARE | 09/18/12          | 09/24/12        | M-F 4-430p<br>KARE 11 4 News               | CM    | 4-430P                      | MTWTF-- | :30 | 2                 | \$400.00    | P-2 | 0.00          | NM   | 2     | \$800.00   |
| UPDATED KARE11NEWS@4PM  |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                                    |       |                             |         |     | 2                 | \$400.00    |     | 0.00          |      |       |            |
| E 7                     | KARE | 09/18/12          | 09/24/12        | M-F 430-5p<br>Jeopardy                     | CM    | 430-5P                      | MTWTF-- | :30 | 5                 | \$900.00    | P-2 | 0.00          | NM   | 5     | \$4,500.00 |
| UPDATED JEOPARDY        |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                                    |       |                             |         |     | 5                 | \$900.00    |     | 0.00          |      |       |            |
| E 8                     | KARE | 09/18/12          | 09/24/12        | M-F 5-530p<br>KARE 11 5 News               | CM    | 5-530p                      | MTWTF-- | :30 | 3                 | \$2,000.00  | P-2 | 0.00          | NM   | 3     | \$6,000.00 |
| UPDATED KARE11NWS-5     |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                                    |       |                             |         |     | 3                 | \$2,000.00  |     | 0.00          |      |       |            |
| E 9                     | KARE | 09/18/12          | 09/24/12        | M-F 6-630p<br>KARE 11 6 News               | CM    | 6-630p                      | MTWTF-- | :30 | 2                 | \$2,000.00  | P-2 | 0.00          | NM   | 2     | \$4,000.00 |
| UPDATED KARE11NWS-6     |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                                    |       |                             |         |     | 2                 | \$2,000.00  |     | 0.00          |      |       |            |
| E 10                    | KARE | 09/18/12          | 09/24/12        | M-F 6-7a<br>KARE 11 Sunrise M-F            | CM    | 6-7a                        | MTWTF-- | :30 | 3                 | \$850.00    | P-2 | 0.00          | NM   | 3     | \$2,550.00 |
| UPDATED KARE11-SUNRS@6  |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                                    |       |                             |         |     | 3                 | \$850.00    |     | 0.00          |      |       |            |
| E 11                    | KARE | 09/18/12          | 09/24/12        | M-F 630-7p<br>Entertainment Tonight        | CM    | 630pm-7pm                   | MTWTF-- | :30 | 3                 | \$1,800.00  | P-2 | 0.00          | NM   | 3     | \$5,400.00 |
| UPDATED ENT TONIGHT 30  |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                                    |       |                             |         |     | 3                 | \$1,800.00  |     | 0.00          |      |       |            |
| E 12                    | KARE | 09/18/12          | 09/24/12        | Today Show<br>Today Show                   | CM    | 7-9a                        | MTWTF-- | :30 | 4                 | \$800.00    | P-2 | 0.00          | NM   | 4     | \$3,200.00 |
| TODAY SHW               |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                                    |       |                             |         |     | 4                 | \$800.00    |     | 0.00          |      |       |            |
| E 13                    | KARE | 09/18/12          | 09/24/12        | M-F 9-10a<br>TODAY                         | CM    | 9-10a                       | MTWTF-- | :30 | 4                 | \$350.00    | P-2 | 0.00          | NM   | 4     | \$1,400.00 |
| UPDATED TODAY SHW2-NBC  |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/18/12          | 09/24/12        | MTWTF--                                    |       |                             |         |     | 4                 | \$350.00    |     | 0.00          |      |       |            |
| E 14                    | KARE | 09/24/12          | 09/24/12        | Mon Prime<br>THE VOICE                     | CM    | 658-9P<br>(6:58 PM-9:00 PM) | M-----  | :30 | 1                 | \$6,000.00  | P-2 | 0.00          | NM   | 1     | \$6,000.00 |
| VOICE-NBC               |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/24/12          | 09/30/12        | M-----                                     |       |                             |         |     | 1                 | \$6,000.00  |     | 0.00          |      |       |            |
| E 15                    | KARE | 09/22/12          | 09/22/12        | Saturday Night Live<br>Saturday Night Live | CM    | 1030-1202A                  | -----S- | :30 | 2                 | \$1,500.00  | P-2 | 0.00          | NM   | 2     | \$3,000.00 |
| SAT NITE LIVE           |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/17/12          | 09/23/12        | -----S-                                    |       |                             |         |     | 2                 | \$1,500.00  |     | 0.00          |      |       |            |
| E 16                    | KARE | 09/22/12          | 09/22/12        | Sat 6-630p<br>KARE 11 6 News Sa            | CM    | 6-630P                      | -----S- | :30 | 1                 | \$1,000.00  | P-2 | 0.00          | NM   | 1     | \$1,000.00 |
| UPDATED KARE11NWS-6 SA  |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/17/12          | 09/23/12        | -----S-                                    |       |                             |         |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 17                    | KARE | 09/22/12          | 09/22/12        | Notre Dame Football<br>Notre Dame Football | CM    | 630-10P                     | -----S- | :30 | 3                 | \$750.00    | P-2 | 0.00          | NM   | 3     | \$2,250.00 |
| NOT ON CARD ND FOOTBALL |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      |       |            |
|                         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                   |      | 09/17/12          | 09/23/12        | -----S-                                    |       |                             |         |     | 3                 | \$750.00    |     | 0.00          |      |       |            |
| E 18                    | KARE | 09/22/12          | 09/22/12        |  | CM    | 8-10a                       | -----S- | :30 | 2                 | \$750.00    | P-2 | 0.00          | NM   | 2     | \$1,500.00 |

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Alt Order #: 06315995  
Flight Dates: 09/18/12 - 09/24/12

Advertiser: Democratic Congressional Campaign Co  
Product Desc: DCCC  
Estimate: 1472

KARE

| Ln             | Ch   | Start             | End             | Inventory Code                             | Break              | Start/End Time | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type   | Spots | Amount      |
|----------------|------|-------------------|-----------------|--|--------------------|----------------|-------------|-----|---------------|------------|-----|------|--------|-------|-------------|
|                |      |                   |                 | Sat 8-10a                                  |                    |                |             |     |               |            |     |      |        |       |             |
|                |      |                   |                 | KARE 11 Saturday                           |                    |                |             |     |               |            |     |      |        |       |             |
|                |      |                   |                 | KARE11 NWS SAT                             |                    |                |             |     |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            | <u>Spots/Week</u>  |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week: 09/17/12 |      | 09/17/12          | 09/23/12        | -----S-                                    | 2                  |                | \$750.00    |     | 0.00          |            |     |      |        |       |             |
| E 19           | KARE | 09/23/12          | 09/23/12        | Post NFL Late News                         | CM                 | 1030-1105P     | -----S      | :30 | 1             | \$2,750.00 | P-2 | 0.00 | NM     | 1     | \$2,750.00  |
|                |      |                   |                 | Post NFL Late News                         |                    |                |             |     |               |            |     |      |        |       |             |
|                |      |                   |                 | KARE11NWS-10<                              |                    |                |             |     |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            | <u>Spots/Week</u>  |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week: 09/17/12 |      | 09/17/12          | 09/23/12        | -----S                                     | 1                  |                | \$2,750.00  |     | 0.00          |            |     |      |        |       |             |
| E 20           | KARE | 09/23/12          | 09/23/12        | Sun 5-530p                                 | CM                 | 5-530P         | -----S      | :30 | 1             | \$1,100.00 | P-2 | 0.00 | NM     | 1     | \$1,100.00  |
|                |      |                   |                 | KARE 11 5 News Su                          |                    |                |             |     |               |            |     |      |        |       |             |
|                |      |                   |                 | UPDATED KARE11WS-5                         |                    |                |             |     |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            | <u>Spots/Week</u>  |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week: 09/17/12 |      | 09/17/12          | 09/23/12        | -----S                                     | 1                  |                | \$1,100.00  |     | 0.00          |            |     |      |        |       |             |
| E 21           | KARE | 09/23/12          | 09/23/12        | NFL Regular Season Fo                      | CM                 | 715-1030P      | -----S      | :30 | 2             | \$6,000.00 | P-2 | 0.00 | NM     | 2     | \$12,000.00 |
|                |      |                   |                 | NFL Regular Season Footba                  |                    |                |             |     |               |            |     |      |        |       |             |
|                |      |                   |                 | NFL SUN FOOTBALL                           |                    |                |             |     |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            | <u>Spots/Week</u>  |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week: 09/17/12 |      | 09/17/12          | 09/23/12        | -----S                                     | 2                  |                | \$6,000.00  |     | 0.00          |            |     |      |        |       |             |
| E 22           | KARE | 09/23/12          | 09/23/12        | SUN TDY                                    | CM                 | 8-9a           | -----S      | :30 | 1             | \$300.00   | P-2 | 0.00 | NM     | 1     | \$300.00    |
|                |      |                   |                 | NBC Today Show (Su)                        |                    |                |             |     |               |            |     |      |        |       |             |
|                |      |                   |                 | SUN TODAY-NBC                              |                    |                |             |     |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            | <u>Spots/Week</u>  |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week: 09/17/12 |      | 09/17/12          | 09/23/12        | -----S                                     | 1                  |                | \$300.00    |     | 0.00          |            |     |      |        |       |             |
| E 23           | KARE | 09/20/12          | 09/20/12        | Thu Prime                                  | CM                 | 9-10P          | ---T---     | :30 | 1             | \$1,800.00 | P-2 | 0.00 | NM     | 1     | \$1,800.00  |
|                |      |                   |                 | ROCK CENTER                                | (9:00 PM-10:00 PM) |                |             |     |               |            |     |      |        |       |             |
|                |      |                   |                 | UPDATED ROCK CENTER                        |                    |                |             |     |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            | <u>Spots/Week</u>  |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week: 09/17/12 |      | 09/17/12          | 09/23/12        | ---T---                                    | 1                  |                | \$1,800.00  |     | 0.00          |            |     |      |        |       |             |
| E 24           | KARE | 09/18/12          | 09/18/12        | Tue Prime                                  | CM                 | 658-8P         | -T-----     | :30 | 1             | \$6,000.00 | P-2 | 0.00 | NM     | 1     | \$6,000.00  |
|                |      |                   |                 | THE VOICE                                  | (6:58 PM-8:00 PM)  |                |             |     |               |            |     |      |        |       |             |
|                |      |                   |                 | VOICE-NBC                                  |                    |                |             |     |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            | <u>Spots/Week</u>  |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week: 09/17/12 |      | 09/17/12          | 09/23/12        | -T-----                                    | 1                  |                | \$6,000.00  |     | 0.00          |            |     |      |        |       |             |
| E 25           | KARE | 09/18/12          | 09/18/12        | Tue Prime                                  | CM                 | 8-9P           | -T-----     | :30 | 1             | \$4,500.00 | P-2 | 0.00 | NM     | 1     | \$4,500.00  |
|                |      |                   |                 | GO ON/NORMAL                               | (8:00 PM-9:00 PM)  |                |             |     |               |            |     |      |        |       |             |
|                |      |                   |                 | UPDATED GO ON/THE NEW NORMAL/MATTHEW PERRY |                    |                |             |     |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            | <u>Spots/Week</u>  |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week: 09/17/12 |      | 09/17/12          | 09/23/12        | -T-----                                    | 1                  |                | \$4,500.00  |     | 0.00          |            |     |      |        |       |             |
|                |      |                   |                 |  |                    |                |             |     |               |            |     |      | Totals | 62    | \$86,050.00 |